



FOR IMMEDIATE RELEASE – April 21, 2011

Contact: Laura Oxley, ADHS Public Information: (602) 542-1094

SURROUND OUR BABIES WITH VACCINATED FAMILIES **Cocoon Them With Love And Disease Protection**

Immunizations are one of the easiest ways to protect your baby from preventable diseases, but babies need several vaccinations over time to develop full immunity. For months, they are vulnerable to fatal diseases such as whooping cough. During National Infant Immunization Week (NIIW), held April 23 through April 30, health officials are highlighting the importance of vaccines for babies and their families.

In 2010 the number of whooping cough cases in Arizona nearly doubled over the previous year. While no infant deaths were reported, thousands of babies were diagnosed with whooping cough. Last year California suffered the largest outbreak since 1945, with 10 infant deaths reported. These deaths could have been avoided if more people had been vaccinated, everyone from babies to the people who care for and visit them,

“Babies don’t die of whooping cough if people don’t infect them,” said Dr. Karen Lewis, Medical Director of the ADHS Immunization Program. “Many people believe you only need shots when you are young, but that’s not true.” Infants do need a series of vaccinations to become immune, but adults and teens need booster shots for diseases like whooping cough (pertussis). Boosters help protect you from becoming ill and spreading whooping cough to the most vulnerable.

Each April, the Centers for Disease Control and Protection (CDC), along with local, state, federal and international partners, celebrate the success of immunizations that have saved so many lives. This year, Arizona was chosen by CDC to host the NIIW kick off events and to highlight the cross-border efforts to protect all babies from disease. *Love Them, Protect Them, Immunize Them* serves as an overarching theme for the program.

Since 2004, CDC has joined the U.S.-México Border Health Commission and the Pan American Health Organization to promote immunization in the United States/México border region with the celebration of *National Infant Immunization Week, Mexico National Health Week and Vaccination Week in the Americas*.

Festivities for this year’s week-long celebration will feature Dr. Melinda Wharton, the Deputy Director for the National Center for Respiratory Disease, CDC. She will join Dra. Gudelia Rangel Gómez, Coordinator, Comprehensive Strategy for Migrant Health, México Ministry of Health, to show the bi-national commitment to healthy babies.

See attached event listing and visit www.whyimmunize.org for more information.

National Infant Immunization Week/Vaccination Week in the Americas 2011

Time <u>allowed</u>	Activity/Participants	Location	Media
Tuesday, April 26th			
7:00-8:00 am	CME Presentation given by Dr. M. Wharton to Health Care Providers	St. Mary's Hospital 1601 W. St. Mary's Road Centurion Room, 8 th Floor	
8:30-9:20 am	Tour of El Rio Health Center CDC, ADHS, US-MX Federal & State Officials	El Rio Health Center 101 W. Irvington Road, Bldg. 10	
9:20-9:25	Walk to Inaugural Ceremony Site Outdoors, tented	El Rio Health Center Parking area	
9:30-10:40 am	Inaugural Ceremony Speakers: Dr. M. Wharton, Dr. G. Rangel, Dr. J. Andrus, W. Humble, Dr. J. Campillo, R. Fimbres <i>See Ceremony Program below</i>	El Rio Health Center 101 W. Irvington Road, Bldg. 10	xxx
11:30-12:30 pm	Dean's Luncheon-Hosted by UA MEZCOPH Dean Iman Hakim, MD, PhD, MPH, UA Officials, Invited CDC, US-MX Federal & State Officials Others lunch on your own	UA MEZCOPH 1295 N. Martin Ave Room TBD	
12:30-1:30 pm	Presentation, Q&A given by Dr. M. Wharton CDC, UA Officials, US-MX Federal & State Officials UA Students, Open to the Public	UA MEZCOPH 1295 N. Martin Ave Drachman Hall Room A114	xxx
2:00-3:00 pm	Media Interview CDC/ADHS	TBD	
Wednesday, April 27th			
7:00-8:40 am	TAPI CME Conference for OB/GYN's, Family Physicians and Arizona Medical Leadership	Phoenix Country Club 2901 N 7th Street Phoenix, AZ 85014	
8:00 am -3:30 pm	18 th Annual Arizona Immunization Conference	Black Canyon Conf. Center 9440 N 25 th Ave Phoenix, AZ 85021	xxx
5:00 pm	The Arizona Partnership for Immunization 15 th Annual Big Shots for Arizona Dinner	Phoenix Country Club 2901 N 7th Street Phoenix, AZ 85014	
Thursday, April 28th			
8:00 am -3:30 pm	18 th Annual Arizona Immunization Conference	Black Canyon Conf. Center 9440 N 25 th Ave Phoenix, AZ 85021	xxx